

Our Great Challenge Sale

Sensational Prices That Cap the Climax of Value-Giving Prevail Tomorrow!

Prices which have been so sensationally low as to attract the greatest crowds that ever attended a sale in our store have been still further reduced to make Monday the busiest day in our history. It will pay you to come from any distance to take advantage of the wonderful feast of bargains we have prepared. Read carefully every item, and be here when the doors open.

IT PAYS TO DEAL AT
Goldenberg's
BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"
Store Opens at 9 A. M., Closes at 5:45 P. M. Open Saturdays Until 6 P. M.

98c Cut Glass Dishes

47c

THIS COUPON and 4c for Cut Glass Bon-Bon Dishes, with handle; large size. Dainty silver rose cutting. Basement. (T.)

25c Propylol Tooth Powder
11c

THIS COUPON and 11c for regular cans of Propylol Tooth Powder, a safe and pleasant antiseptic tooth powder. With each can a trial bottle of Propylol Liquid Mouth Wash. (T.)

Trailing Arbutus PERFUME
5c

THIS COUPON and 5c for special trial size bottles of Babcock's Trailing Arbutus Perfume. (T.)

American Lady Bath Soap
3 Cakes for 12c

THIS COUPON and 12c for Three Cakes of American Lady Bath Soap, round cakes, good quality toilet soap. Sold regularly at 3 for 25c. (T.)

15c Cans Talcum Powder
7c

THIS COUPON and 7c for Talcum Powder, such as Burgundy, Russian Green, Garnet, Alice, Copenhagen, Pink, Old Rose, Fleish, Rose Pink, Silver, Wistaria, Lavender Light Blue, Nile, Receda, Taupe, Gray, Plum, and Black. (T.)

25c Nickel-Plated Nut Sets
14c

THIS COUPON and 14c for Nickel-Plated Nut Sets, one pair cracker and six pieces. Basement. (T.)

\$19.75 and \$22.50 Genuine Salt's Seal Plush Coats



In the Challenge Sale at a Price that will electrify all Washington

Our foresight in placing our order for these Salt's Coats months ago is responsible for this startling low price—that and our determination to make this Challenge Sale the biggest on record. Just try to match these garments under \$19.75 and \$22.50 elsewhere and you'll appreciate what remarkable values they are at \$13.50.

Greatest Suit Sale of the Season

150 New Fall Suits Worth \$19.75 and \$22.50

You'll recognize these suits at a glance—they've been selling all over town at \$19.75 and \$22.50. Truly sensational values at ten dollars! Materials are Poplin, Serge and Burella Cloth, in smart box pleated, Kerami-trimmed, belted and tailored models. Colors of navy, black, brown, taupe, green and burgundy. All sizes.

High-grade Fall Suits Worth \$25.00 and \$27.50, at **\$19.90**

In the quality of fabrics, excellence of tailoring and assured correct styles these suits are in a class by themselves at the price we quote for tomorrow's Challenge Sale. Incomplete lines and discontinued numbers from our regular stock. About 100 Suits—including "Stouts" and odd sizes for large women. Materials are American Poplin, French and Mannish Serge, Point Twills, etc. All wanted shades, in sizes for misses and women.

\$15, \$18 and \$20 Cloth Coats

Choice of a broad assortment of the season's choicest styles and materials, including Coats of Wool Velour, Boucle, Pebble Cheviot, Wool Plush and Novelty Mixtures. Smart models, showing the newest effects in Belted, Flare, Tailored, Sport and Trimmed effects. All sizes for misses and women, in every leading shade.

\$25.00 and \$27.50 Cloth Coats

The best values we have offered this season at this price—over a dozen of the most popular models for fall and winter to select from. Materials embrace fine Chamois Velour, Oxford Cloth, Burella Cloaking and Lymanville Cheviot. All the newest style features are represented; some have trimmings of Salt's Plush, Kerami or Velvet. Colors of navy, taupe, burgundy, seal, brown and black.



\$10



EXTRA! 800 Pairs of Women's 75c Chamoisette Gloves

48c pr.

Two-clasp Chamoisette Gloves, in white with self stitching; sizes 5½ to 8¼.

Some have slight defects, which are hardly noticeable and do not affect the wearing quality.

\$1 Fine Satin Table Damask

66c yd.

A weighty yarn mercerized quality that launders beautifully and will give lasting service. 36 inches wide, in a variety of neat patterns. Limit—10 yards to a buyer at this Challenge price—86c yard. Goldenberg's—First Floor.

25c Turkish Towels at **15c each**

A special lot of full bleached Turkish Towels, heavy double-thread quality, the absorbent, quick-drying kind, with hemmed ends. First quality—not seconds. Limit—six to a buyer. 35c and 38c Turkish Towels, in plain and fancy weaves; some with space for monogramming. Variety of colors and sizes. Challenge Sale. 27c Goldenberg's—First Floor.

Every Woman Who Appreciates the Value of Good Silks Will Realize the Extraordinary Importance of This Challenge Sale of

\$1.75 Chiffon Taffeta Silks \$1.09
Full 36 Inches Wide, in All the Leading Shades, Including Plenty of Navy Blue

To far-sighted silk buyers who are aware of the rising market conditions and scarcity of taffetas, this Challenge Sale offers a supreme opportunity. Over 2,000 yards in the lot—extra heavy, beautifully finished, rich lustrous quality, with the desirable soft tissue finish, in a wonderful assortment of the choicest fall and winter shades, including—

Navy Blue, Copenhagen, Alice Blue, Old Rose, Light Blue, Lavender, Receda, Silver, Burgundy, Garnet, Brown, Russian Green, Pink, Corn, Nile, White, Golden Brown, Taupe, Gray, Wistaria, Mails, Cream, Black, Etc.

\$1.75 Box Loom Crepe de Chine, 40 Inches Wide, at
40-inch Box Loom Crepe de Chine, heavy crepe finish, guaranteed not to slip. In all the new and wanted shades, such as Burgundy, Russian Green, Garnet, Alice, Copenhagen, Navy Blue, White, Cream, Pink, Old Rose, Fleish, Rose Pink, Silver, Wistaria, Lavender Light Blue, Nile, Receda, Taupe, Gray, Plum, and Black.

\$1.50 Colored Chiffon Dress Satin, 36 Inches Wide, at
36-inch Colored Chiffon Dress Satin, in all silk, rich satin face grade; firm woven quality, in a full assortment of street and evening shades, including white and black.

Women's Neckwear

14c
Regular 25c Values
Samples of new Neckwear, including Embroidered Organdy (flat Collars, plain, embroidered and lace trimmed styles; Roll Collars, of embroidered organdy; Collar and Cuff Sets, of embroidered Swiss and lace trimmed styles; Tuxedo Collars, of embroidered Swiss, in pretty style; Shoulder Collars, of Swiss, ruffle trimmed; Novelty Ties, etc.

Thomson's Corsets

Regular \$1.00 Models at a Challenge Price **69c**
New lot of Thomson's Glove Fitting Corsets, of pink coutil; low bust model, with long hips and two sets of bone supports. Sizes 19 to 26. First Floor—Bargain Table.

Women's \$3.50 Beacon Robes

Warm and comfortable garments made of genuine Beacon robing, in all the most desirable colors; various good patterns. Large collar, pocket and long sleeves, trimmed with satin messaline bands, finished with heavy cord and tassel. All sizes.

\$1.50 Long Kimonos—Challenge Price, \$1.29

Of soft Ducking Fleece-down, in a large variety of new designs and beautiful colors; made with large collars, shirred back and belt, finished with satin border to match. Cut full and nicely finished. All sizes.

Women's House Sacques, of soft, fleecy Flannellette, in assorted colors and patterns. Made with round collar, fitted back with belt, long sleeves. Sizes up to 50. Regularly \$1.00. Challenge Sale 79c Goldenberg's—Third Floor.

Gold Shell Signet Rings at 17c
Values up to 50c

Gold Shell Signet Rings, initiated free while you wait. Women's, misses and children's sizes. Neat, pretty designs. A factory guarantee with each ring. Goldenberg's—First Floor.

Regular 98c Quality Satin Camisoles at 79c

Beautiful Satin Camisoles, in white and flesh tint; with deep yokes of fine lace; and double straps of satin ribbon. All sizes up to 44. Goldenberg's—Third Floor.

36-in. Bunny Silks 39c Yard
Regularly 59c Yard

36-inch Bunny Silks, a high-grade silk and cotton material, rich, lustrous quality. One of the most popular fabrics for dainty evening dresses as well as for afternoon wear. In a complete assortment of wanted colors, also black and white.

36-inch White Yarn Mercerized Poplin, heavy close woven, soft finish quality, for women's and children's wear. Worth 50c yard. Challenge Sale 29c
Goldenberg's—First Floor.

Men's Winter Underwear 53c
Regular 75c Garments at

In this Challenge Sale wide-awake men may purchase their supply of winter underwear at savings not likely to be offered again. Don't miss this chance to obtain regular 75c Sanitary Fleece-lined Underwear, clean white fleece shirts and drawers to match, in all regular sizes at 53c a garment.

Men's \$1.50 Underwear, \$1.05
Men's heavy-weight Natural Wool Underwear, made with plush back. Mostly all sizes.

Men's \$2.00 Union Suits, \$1.35
Men's Augusta Mills Union Suits, of clear Egyptian hairbrigan; ecru and white; heavy weight.

Men's \$1.00 Underwear, 69c
Men's Westmake Medium-weight Ribbed Bal-brigan Underwear, in all regular sizes.

Men's Genuine Wright's Health Underwear, the garment made with lamb's wool fleece lining. All sizes. Worth \$1.50. Challenge Sale \$1.15
Men's Wool Mixed Sweaters, heavy weight; in Oxford gray and navy blue. Made with V-shaped necks and pockets. Worth \$2.50. Challenge Sale \$1.79
Goldenberg's—First Floor.

WOMEN'S 75c PURE SILK STOCKINGS

59c
Every pair worth fully 75c—a wonderful Challenge Sale offering that brings not-to-be-repeated values in women's pure thread silk stockings, of excellent quality. At this low price you should buy enough pairs to last for months. Full fashioned, with seams up back; in black, white and all new shades.

Women's Pure Thread Silk Hosiery, full fashioned foot, high apicled heel and toe. Colored silk bar tops, which prevent runs. Plain black and white. Strictly perfect quality. Regular \$1.50 value. Challenge Sale \$1.15 Goldenberg's—First Floor.

50c American Beauty Silks

High-grade Lining Materials at

American Beauty Silks are familiar to dress-makers and home sewers—a fine quality Mercerized Satine, with a fine twill made of selected Egyptian yarn. In black only; one yard wide. Looks like real satin—ideally suited for maid's dresses, waists, petticoats, and lining purposes.

29c

Guaranteed Lining Satine, full 36 inches wide; in colors of rose, pink, light blue, smoke, pearl, gold, ivory, myrtle, garnet, purple, and black. Worth \$1.50 yard. Challenge Sale \$1.06 Goldenberg's—First Floor.

20c Union Linen

Crash Toweling 12½c yd

2,000 yards of Union Linen Crash, a heavy close woven absorbent grade, with neat fast color blue border. Bleached or unbleached kinds, for roller or tea towels.

Limit, 10 yards to a buyer. Goldenberg's—First Floor.

Extra Attraction! \$2.49 Longcloth. With This Coupon Only \$1.89

This coupon and \$1.89 for 12 yard piece of Number 330 Eng fish Longcloth; 36 inches wide; fine chambray finish quality every woman knows. Warranted full 12 yard piece.

Goldenberg's—First Floor.

20c Union Linen

Crash Toweling 12½c yd

2,000 yards of Union Linen Crash, a heavy close woven absorbent grade, with neat fast color blue border. Bleached or unbleached kinds, for roller or tea towels.

Limit, 10 yards to a buyer. Goldenberg's—First Floor.

Women's 10c, 12½c 15c Handkerchiefs

At 6½c

Manufacturers' samples—each one on a separate sample card. Dainty styles in embroidered corners and fancy bordered designs; white and colors. Scores of beautiful patterns to select from. Buy them for Christmas gifts tomorrow at 6½c each.

Men's White Hemstitched Handkerchiefs, good quality, soft finish; full size. Regular 10c kind. (Limit six to a buyer.)

Women's Handkerchiefs, in fancy gift boxes; four or six in box; one corner embroidered and fancy initial designs; fine quality sheer lawn and dimities. Challenge Sale 55c

Children's Silk Handkerchiefs, fancy printed designs, in attractive colors. Each 6½c
(Limit four to a buyer.) Goldenberg's—First Floor.

Notion Challenge

Brook's Machine Cotton, 100 yard spools; black or white; sold regularly at 3c spool. THREE spools for 5c

Black Sewing Silk, for machine or hand sewing; regular 5c spools. TWO spools for 5c

Chinese Frosing Wax, with wooden handle; muslin-covered. Ten pieces for 5c

Wash Cloths, manufacturers' odds and ends; regularly up to 10c each. 4c

Silk Hair Nets, black and colors; regularly up to 10c each. TWO for 7c

Bone Collar Buttons, regularly 1c each. SIX for 3c
Goldenberg's—First Floor.

\$3, \$4 and \$5 Ready-to-Wear Hats

The Challenge Sale's Greatest Millinery Achievement! **\$1.79**
Every one Ribbon Trimmed. A Score of Models. For Women and Misses.



Matrons, young women and girls—all will find many becoming models for their choosing in this wonderful collection of Trimmed Tailored Hats, of fine quality Silk Velvets, Lyon's Velvets and genuine Panne Velvets, also Draped Velvet Hats of unusual style charm. All are modishly trimmed with wide or narrow grosgrain ribbons, and the assortment includes straight brims, mushrooms and side roll shapes now enjoying universal favor.

25c Outing Flannels at

Note Width—Full 36 Inches

The standard price for this wanted material for women's and children's warm winter garments is 25c. 36 inches wide (note the desirable width); extra heavy soft fleeced quality, in neat colored stripes and checks.

36-inch White Double-face Elderdown, heavy, all-wool quality. Worth \$1.50 yard. Challenge Sale 83c

36-inch Printed Percales, light grounds, with neat colored designs such as stripes, checks, dots, and figures. Worth 15c yard. Challenge Sale 9½c
Goldenberg's—First Floor.

Hand Bags

98c

Women's Leather Hand Bags and Strap Book Bags, good quality leather, many stylish and practical shapes. Nicely made and finished. Goldenberg's—First Floor.

Samples 50c to 98c

Jewelry

Choice **25c**

The most popular designs in up-to-date jewelry, including in this lot a remarkable value at the low price of 25c. Brooches, Bar Pins, Hat Pins, Earrings and Lavallieres.

Many are copies of costly gold jewelry—value at the low price of 25c.

Sample Jewelry, including Brooches, Hat Pins, Lavallieres, Bar Pins, Pin Sets, Ties, Clasps, etc., etc. Good assortment of fashionable styles, worth up to 25c, at 9c.

Gold-filled Collar Pin Sets, three in set, fine Roman and English gold finish. Regularly 25c. Challenge Sale 11c

Goldenberg's—First Floor.